Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

<u>What is claimed is</u>

1. (*Original*) A method for generating a list of search results of goods in response to a search request for goods of a searcher and providing the searcher with goods information, the method comprising the steps of:

maintaining a goods information database for storing a search listing including seller identification information and selling price information;

receiving a search request for goods including a keyword from a searcher;

in response to the search request for goods, abstracting at least one search listing associated with the keyword from the goods information database, generating a list of search results of goods and transmitting the same to the searcher;

receiving a click selection with respect to any one search listing among the list of search results of goods from the searcher;

in response to the received click selection, generating and storing total selling price information by referring to selling price information included in the selected search listing; and

generating advertising costs of selling price for each seller in accordance with a predetermined selling commission rate by referring to the stored total selling price information;

wherein, in the step of generating total selling price information, the selling price of the selected search listing for each seller is added up by referring to seller identification information included in the selected search listing during a first selling period.

Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

2. (*Original*)   The method of claim 1, comprising the steps of:

generating and storing click selection information for each seller of the selected search listing with respect to the first selling period, in response to the received click selection;

generating cost-per-click information in accordance with a predetermined unit click cost based on the click selection information;

generating estimated advertising costs for each seller with respect to a second selling period, based on the advertising costs of selling price and cost-per-click information; and

transmitting the generated estimated advertising costs to the seller.

3. (*Original*)   The method of claim 2, wherein the step of generating estimated advertising costs comprises the steps of:

comparing the advertising costs of selling price with the cost-per-click information; and

determining a smaller value between the advertising costs of selling price and the cost-per-click information to be the estimated advertising costs.

4. (*Original*)   The method of claim 1, wherein the step of generating a list of search results of goods comprises the step of:

sorting the at least one abstracted search listing in accordance with a predetermined criterion based on selling price information of the abstracted search listing.

5. (*Original*)   The method of claim 4, wherein the criterion is determined in order of the low selling price.

Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

6. (*Original*)   The method of claim 2, further comprising the steps of:

transmitting predetermined advertising deposit information with respect to the first selling period to a seller;

generating information on a bill for advertising costs with respect to the second selling period by subtracting the advertising deposit from the estimated advertising costs; and

transmitting information on the generated bill for advertising costs to the seller.

7. (*Original*)   The method of claim 2, further comprising the steps of:

transmitting predetermined advertising deposit information with respect to the first selling period to a seller; and

in case that a request for termination of advertising is received from the seller within the first selling period, determining the advertising deposit as advertising costs with respect to the first selling period.

8. (*Original*)   The method of claim 2, further comprising the step of:

in case that a request for termination of advertising is not received from the seller within the first selling period, not determining advertising costs with respect to the first selling period.

9. (*Original*)   The method of claim 3, wherein the step of determining estimated advertising costs further comprises the step of performing predetermined truncation.

10. (*Original*)   The method of claim 1, further comprising the steps of:

Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

maintaining a user information database for storing basic personal information on a

plurality of searchers;

in response to a predetermined login request received from the searcher, authenticating

the searcher by referring to the user information database; and

in response to the received click selection, generating detailed search information on

goods associated with the selected search listing and storing the same in the user information

database.

11. (*Original*) The method of claim 1, further comprising the step of:

generating advertising costs of selling price with respect to each of the sellers, by

applying at least one different exemplary selling commission rate to total selling price with

respect to each of the sellers during a predetermined period;

wherein the selling commission rate is determined to be the applied exemplary selling

commission rate when the total amount of the advertising costs of selling price with respect to

the plurality of sellers during the predetermined period is nearest to the total amount of the cost-

per-click information with respect to the plurality of sellers during the predetermined period.

12. (*Original*) A method for generating a list of search results of goods in response to a search

request for goods of a searcher and providing the searcher with goods information, the method

comprising the steps of:

maintaining a goods information database for storing a search listing including seller

identification information and selling price information;

receiving a search request for goods including a keyword from a searcher;

Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

in response to the search request for goods, abstracting at least one search listing associated with the keyword from the goods information database, generating a list of search results of goods and transmitting the same to the searcher;

receiving a click selection with respect to any one search listing among the list of search results of goods from the searcher;

in response to the received click selection, generating and storing click selection information and total selling price information with respect to a first selling period for each seller;

generating predetermined advertising costs of selling price and cost-per-click information by referring to the stored total selling price information and click selection information;

generating estimated advertising costs with respect to a second selling period, based on the generated advertising costs of selling price and the generated cost-per-click information; and

transmitting the generated advertising costs information to a seller;

wherein, in the step of generating and storing total selling price information and click selection information with respect to the first selling price for each seller, the total selling price information is generated by accumulating selling price information of the selected search listing and the click selection information is generated by accumulating the number of selections with respect to the search listing.

13. (*Original*) The method of claim 12, wherein the step of generating the predetermined advertising costs of selling price and cost-per-click information comprises the steps of:

Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

generating advertising costs of selling price by applying a predetermined selling commission rate to the stored total selling price information for each seller by referring to the seller identification information; and

generating cost-per-click information in accordance with a predetermined unit click cost based on the stored click selection information for each seller.

14. (*Original*) A method for providing a user with goods information through the Internet, the method comprising the steps of:

maintaining a goods information database for storing a search listing including seller identification information and selling price information;

providing the user with goods information on at least one goods;

receiving a selection of the user with respect to any one of goods information provided to the user;

in response to the selection, computing total selling price information and click selection information with respect to a predetermined period for each seller;

generating predetermined advertising costs of selling price and cost-per-click information by referring to the computed total selling price information and click selection information;

generating estimated advertising costs with respect to a second selling period, based on the generated advertising costs of selling price and cost-per-click information; and

transmitting the generated estimated advertising costs to a seller.

Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

15. (*Original*) The method of claim 14, wherein the step of generating and computing total selling price information and click selection information with respect to the predetermined period comprises the steps of:

computing the total selling price information by adding up the selling price of goods for each seller selected by the user during the predetermined period; and

computing the click selection information, which is the number of times that the user clicks goods information on goods of each seller during the predetermined period, for each seller.

16. (*Currently amended*) A computer readable record medium recording a program for implementing the method according to ~~any one of claims~~ claim 1 ~~to 15~~.

17. (*Original*) A system for generating a list of search results of goods in response to a search request for goods of a searcher and providing the searcher with goods information, the system comprising:

a goods information database for storing a search listing including seller identification information and selling price information;

an interface means receiving a search request for goods including a keyword from a searcher;

a list generating means, in response to the search request for goods, abstracting at least one search listing associated with the keyword from the goods information database, generating a list of search results of goods and transmitting the same to the searcher;

a record control means, in response to the received click selection of the searcher selecting any one search listing among the list of search results of goods, generating and storing

Application of: LEE, Gook Young et al.
Serial No.: Not yet known
Preliminary Amendment A

click selection information and total selling price information with respect to a first selling period

for each seller;

a first advertising costs generating means generating predetermined advertising costs of

selling price and cost-per-click information by referring to the stored total selling price

information and click selection information;

a second advertising costs generating means generating estimated advertising costs

information with respect to a second selling period, based on the generated advertising costs of

selling price and cost-per-click information.